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*References:*9 *Tables:*3 *Figures:* 8
Category: Original Scientific Paper
Title: KNOWLEDGE DISCOVERY PROCESS FOR BUILDING CUSTOMER PROFILES
Author(s): Brano Markić
Affiliation: Faculty of Economics, University of Mostar, Mostar, Bosnia and Herzegovina
Key words: knowledge discovery, customer profile, association rules, R language
Abstract: The knowledge about customer preferences and behavior is fundamental for personalization of products and service. Personalization products and services are possible only if we have enough knowledge of who customers are, how they are similar among, how they behave. Knowledge discovery is process of transforming data into knowledge by adequate algorithms and software tools. In the paper is developed an approach that uses data in the form of transactional databases to construct accurate individual profiles. In developed data model are integrated transactional data and rules describing customer's behavior. The rules are extracted from transactional data and cover individual customer behavior as well as the common behavior of all customers in the market segment. There are two rules types: first, for describing individual customer behavior and second, for the market behavior. Knowledge discovery plays a crucial role as an enabler to the organizations to integrate effective analytical data mining methods for prediction, classification, cluster, anomaly detection with data management and information visualization. Knowledge discovery is oriented to learning. In the process of learning we are implementing the functions of R language and this tool has shown satisfactory application and development power.

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*References:*35 *Tables:*9 *Figures:* 0
Category: Original Scientific Paper
Title: THE ROLE OF SOCIAL MARKETING IN A COMMUNICATIVE PARTNER RELATIONSHIP
Author(s): Nataša Demšar Pečak, Marija Ovsenik
Affiliation: Alma Mater Europaea, European Centre Maribor, Maribor, Slovenia
Key words: social marketing, prevention programs, partnerships, family patterns, education
Abstract: This article presents a study whose purpose is to determine whether social marketing is the right intervention and motivational approach to resolve problems in a relationship of legal or unmarried heterosexual partners, who are faced with problems such as mutual conflict, inadequate communication, problems of alienation, emotional separation, marriage infidelity, various dependencies, mental or physical violence and problems in raising children. The research has considered the role of social marketing as a new creative approach to intervening and changing attitudes and developing an individual plan with individuals and couples and their social environment.

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Language –of text: Engl. – *of Summary:* Engl.,Croat.
*References:*43 *Tables:*5 *Figures:* 0
Category: Preliminary Communication
Title: WAYS OF COVERAGE OF CHRISTIAN CREED IN SLOVAK DAILIES
Author(s): Imrich Gazda, Albert Kulla
Affiliation: Catholic University in Ružomberok, Ružomberok, Slovakia
Key words: Christian religion, Slovak dailies, coverage, research, critical approach
Abstract: The Slovak republic is markedly a Christian country. According to results of the last population census in 2001, not less than 84 per cent of people claimed to be Christians. Catholicism prevails among Christian denominations. Despite the fact, in Slovakia there is not a strong periodical, besides *the Catholic Newspaper*, with Christian background, so an image of Christian/Catholic creed and religion is formed mainly by means of secular media. Diego Contreras (2004) from The School of Institutional

Social Communications at the Pontifical University of the Holy Cross in Rome led the extensive research in 1998 within which he analyzed 10 prominent dailies from five countries (*Corriere della sera*, *La Repubblica*; *ABC*, *El País*; *The New York Times*, *The Washington Post*; *Le Monde*, *Le Figaro*; *The Times*, *The Daily Telegraph*). The results of the research show that 85 % of texts covering any religious topic were related to the Catholic Church. The share was up to 90% in case of Italian and Spanish dailies. We may assume, and this is the first hypothesis of our paper, that we can gain similar numbers when analysing the Slovak dailies quantitatively. All the elite newspapers (the liberal *SME daily*, the mainstream *daily PRAVDA* which was officially a periodical of the Communistic Party before 1989 and the daily *Economic Newspaper- Hospodárske noviny*) cover issues from the Catholic Church mostly critically. We are planning to confirm or disprove this second hypothesis by means of the qualitative research of the Slovak dailies. At the same time, we plan to specify accurately reasons of the critical approach. The research sample of the qualitative and quantitative research will be the issues of the above-mentioned dailies within the chosen months in the year 2011.

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References: 0 *Tables:* 1 *Figures:* 2

Category: Authors review

Title: OPTIMIZATION OF TELECOMMUNICATION COSTS AS A FACTOR OF SOCIAL DEVELOPMENT

Author(s): Dubravko Blaće, Gordana Ćorić, Ana Bačić

Affiliation: University of Applied Sciences VERN, Zagreb, Croatia

Key words: Optimization of Telecommunications Costs, Social Development, Redirection of Resources, Lifelong Education

Abstract: Modern technology and improvement in communications have significantly contributed to social development in the last 30 years. Although high quality telecommunications services are one of the most important factors of rapid economic development, their high costs prevent optimal growth of the economy/society. There is a lack of research that indicates the extent to which the growth is

slowed down or has not reached its full potential due to high prices that are a burden to business ventures. The purpose of this paper is to discover possibilities of (a) optimizing telecommunications costs under given conditions, and (b) redirecting resources into development of enterprises (education, lifelong learning, modernization of technology, etc.). Based on the existing relationships between social and telecommunications services' development, and the positive role of applying high technology in business, the authors conducted a survey to research growth possibilities arising from optimization of telecommunications costs. This survey was conducted in a fast-growing company, by the use of interviews and comparison methods. The results of the study include recommendations for the fast-growing companies as bearers of economic growth, and consequently, of social development.

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References: 5 *Tables:* 5 *Figures:* 0

Category: Professional Paper

Title: NEW EDUCATION MODEL FOR INFORMATION MONITORING OF ENVIRONMENT WATER FLOWS

Author(s): Jozef Macko, Dana Blahútová, Nadežda Stollárová

Affiliation: Faculty of Pedagogy, Catholic University, Ružomberok, Slovakia

Key words: environmental education, surface water, monitoring rivers

Abstract: Water is not a commercial product, but the legacy that we must honor and protect. The global water problems led the European Parliament to adopt a coordinated water policy in the EU Member States. On December 22nd 2000 entry into force of the European Parliament and Council n.2000/60/EC establishing a framework in the field of water policy, called the Water Framework Directive. The Directive provides a legislative framework for the introduction of a single water policy in the EU. According to the requirements of the Directive member states must make the identification of anthropogenic impacts on the status of surface waters and introduce monitoring programs for surface water. Teachers and students at the Catholic University are actively involved in monitoring streams. As part

of ongoing learning project where students learn the methodology used for monitoring rivers.

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References: 10 *Tables:* 1 *Figures:* 2

Category: Professional Paper

Title: INFORMATION ANALYSIS OF MANAGEMENT GOALS OF PRIVATE FOREST OWNERS IN CROATIA

Author(s): Stjepan Posavec, Karlo Beljan

Affiliation: Faculty of Forestry, University of Zagreb, Zagreb, Croatia

Key words: private forest owners, forest management, forest economics, Croatia

Abstract: Forestry is an important source of income for forest owners and for employees in rural areas. The future of the people, who make a living in rural areas from forestry, will considerably depend on how individuals and institutions react in view of the changes, how forest owners and managers obtain new knowledge and put it into practice in forestry, and how institutions, especially forest administration, extension services, forest research or other institutions best deal with emerging changes. The new EU strategies for economic and social revival of rural areas included the diversification of economic activities, especially into tourism and leisure, the promotion of local products and new markets, the development of human resources and the support of national and international cooperation at the same time that promoted the participation of local stakeholders in the creation of rural employment. Forest Act from 2005 is the basic law that defines the key entities and their relationships with regard to forests and forestry in the Republic of Croatia. The principle of sustainable management of forest resources is obligatory for all entities dealing with forests and forest land. The private forest ownership in Croatia is highly fragmented.

On average each owner holds two parcels which are not connected. The borders are not marked and in practice there is no certainty of ownership. Accessibility of private forests by forest roads is limited. The paper presents sociological forest functions and forest management goals among small-scale forest owners based on a sample of 350 owners in Croatia.

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References: 0 *Tables:* 5 *Figures:* 5

Category: Professional Paper

Title: THE ROLE OF GENDER IN ESTABLISHING THE INTERGENERATIONAL DIALOG

Author(s): Patricija Jankovič

Affiliation: Alma Mater Europaea, European Center Maribor, Maribor, Slovenia

Key words: intergenerational dialogue, intergenerational coexistence, competences, elderly population, gender, education

Abstract: The elderly population is the most heterogeneous group. In advanced years a lot of people are still fit enough for quality, creative and independent living. As there are differences in the ability of elderly people there are differences in their needs. On the other hand, it is not negligible proportion of those who are partially or totally dependent on help, by meeting the same needs. This paper will present the results of the survey, which was used to determine which institutions are dealing with elderly population and what is the role of gender in establishing intergenerational dialog in private and in public spheres. We will demonstrate the age and educational structure of employees working with elderly population with special stress on competences that are needed to establish an effective intergenerational dialogue, which is the foundation of intergenerational coexistence.